

another respected practice. A rising hemline means that the American people are feeling better about themselves. They usually think they are a mess with ugly legs. When they think better of themselves they buy more so they sell more and stocks go up. There is a secondary reinforcing effect in that investors are more willing to hazard their hard-earned money on stocks because even if

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they lose it all they can still have a good time looking at women's legs.

But we are talking about a whole different indicator with the backs of cereal boxes. cereal boxes have gone from fun lies to idiotic truth. That is a minor step up. When I was just a little Leeper, cereal boxes would say "Guided Missile Free Inside." That has a lie quotient of 0.5: two lies in four words. First off, nothing you get in a cereal box is ever free. The producer has some expenses and they are reflected in the cost of the whole box. To say one part is free is a lie, a piece of creative accounting. The kids who learned their lesson from this are the Helmsleys of today. The other lie is that it is a guided missile. Now some would say it is not really a missile. Bosh! Anything that stays in one piece if you throw it is a missile. But of course it wasn't particularly guided. It sort of sat on a spring, held by a catch. Let the catch go and the little plastic missile flies. But it isn't guided; it just sort of flies wherever it is pointed, usually at the family cat who didn't understand it and just thought of it as an unfortunate act of nature, like getting rained on.

What you see now on cereal boxes is idiotic truth. Rather than talk about something fun, such as guided missiles, they talk about--gasp!--cholesterol. They say this cereal you are now eating has no cholesterol. Well, cholesterol is animal fat. This cereal has lower levels of cholesterol only if your current cereal is something like Ribbies, which combines wheat flakes with little pieces of barbecued pork ribs. No cereal has any cholesterol until you add milk. The milk is where all the animal fat comes from. But the world is better off if when you read a cereal box you get implied lies about competing cereals rather than actual lies about plastic toys.

2. The next film festival will probably be December 7--stay tuned for details. There will definitely _ n_ o_ t be a film festival before then. [-ecl]

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They say that one must cast unspeakable things
Into the pit of forgetfulness, into sealed tombs,
That by the written word, evil, raised up again,
Will infect the customs of later generations;
But knowledge is not the mother of evil,
And virtue is not the daughter of ignorance.
--Tragiques of Agrippa d'Aubigne